

### AMENDMENTS TO THE CLAIMS

Following is a listing of all claims in the present application, which listing supersedes all previously presented claims:

#### Listing of Claims:

1. (Currently Amended) A liquid crystal display (LCD), comprising:  
an LCD panel having a plurality of color filters to selectively filter white light; and  
a driver for driving the LCD panel, wherein:  
a frame of an image being driven by the driver includes:  
  - a display period during which the driver drives the LCD panel to display a desired color by mixing a combination of light output by the plurality of color filters,
  - a first non-display period including a white light display period and a first no-light display period during which the driver drives the LCD panel to display white light during the white light display period and then no light during the first no-light display period at a different and distinct time period after the white light display period of the first non-display period; and
  - a second non-display period including a second no-light display period during which the driver drives the LCD panel to display no light,the driver is configured to regulate a luminance of the display by controlling a ratio of a duration of the display period to a duration of the first and second no-light display periods,  
and  
the driver is configured to regulate a brightness of the display by controlling a duration of the white light display period.

2. (Cancelled).

3. (Original) The LCD according to claim 1, wherein the plurality of color filters are transmissive color filters attached to an upper portion of the LCD panel.

4. (Original) The LCD according to claim 3, further comprising a reflecting plate.

5. (Original) The LCD according to claim 1, wherein the plurality of color filters are reflective color filters attached to a lower portion of the LCD panel.

6. (Previously Presented) The LCD according to claim 5, wherein the plurality of color filters of the reflective color filter are made of photonic crystals, which are alternate arrays of dielectrics.

7. (Previously Presented) The LCD according to claim 5, wherein the plurality of color filters of the reflective color filter are made of dielectrics having different indices of refraction.

8. (Currently Amended) A method for driving a liquid crystal display (LCD) including an LCD panel having a plurality of color filters to selectively filter white light, the method comprising:

during a frame of an image to be displayed:

driving the LCD panel during a display period to display a desired color by mixing a combination of light output from the plurality of color filters; [[and]]

driving the LCD panel during a first non-display period including a first no-light display period and a white light display period to display white light during the white light display period and then no light during the first no-light display period after the white light display period of the first non-display period, and during a second non-display period including a second no-light display period;

regulating a luminance of the display by controlling a ratio of a duration of the display period to a duration of the first and second no-light display periods;  
and

regulating a brightness of the display by controlling a duration of the white light display period.

9. (Cancelled).

10. (Original) The method according to claim 8, wherein the plurality of color filters are transmissive color filters attached to an upper portion of the LCD panel.

11. (Original) The method according to claim 8, wherein the plurality of color filters are reflective color filters attached to a lower portion of the LCD panel.

12. (Previously Presented) The LCD according to claim 1, wherein the LCD panel is driven to display no light during each non-display period between each of the display periods during which the desired color formed by mixing a combination of light output by the plurality of color filters is displayed.

13. (Previously Presented) The method according to claim 8, wherein the LCD panel is driven to display no light during each non-display period between each of the display periods during which the desired color formed by mixing a combination of light output by the plurality of color filters is displayed.

14. (Previously Presented) The LCD as claimed in claim 1, wherein during the first non-display period, the driver drives the LCD panel to display no light immediately after driving the LCD panel to display white light.

15. (Previously Presented) The LCD as claimed in claim 14, wherein the display period of the frame follows the first non-display period of the frame.

16. (Previously Presented) The LCD as claimed in claim 15, wherein the display period occurs between the first no-light display period and the second no-light display period.

17. (Previously Presented) The method as claimed in claim 8, wherein during the first non-display period, the driver drives the LCD panel to display no light immediately after driving the LCD panel to display white light.

18. (Previously Presented) The method as claimed in claim 8, wherein the display period of the frame follows the first non-display period of the frame.

19. (Previously Presented) The method as claimed in claim 8, further comprising driving the LCD panel so as to drive the display period between the first no-light display period and the second no-light display period.

20. (Previously Presented) The method as claimed in claim 19, wherein the LCD panel is driven such that a white light display period of a subsequent frame occurs after the second no-light display period of the previous frame and before a no-light period of the subsequent frame.